



*City of Arts & Innovation*

# News Release

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## **‘Fireball Run’ names Riverside, CA Finish for 2013 Adventurally**

**RIVERSIDE, Calif.** – Producers of the “the most epic Adventurally in America” were charmed by Riverside’s scenic downtown, an energetic Mayor, positive economic climate and welcoming nature and selected Riverside to serve as the finish line for the FIREBALL RUN 2013.

FIREBALL RUN is a life-sized, action packed 2500 mile trivia game with the sole purpose of aiding in a massive effort to recover America’s missing children.

Riverside Mayor Rusty Bailey said, “We are very excited that the producers selected Riverside as the final stop in the FIREBALL RUN 2013 Adventurally. There is no doubt that the world-audience will witness Riverside’s hospitality, positive spirit and Fit Fresh & Fun lifestyle.”

Additional details on the Fireball Run are provided in the attached courtesy release from “The Fireball Run, the Most Epic Adventurally in America.”

[more]



THE MOST EPIC  
ADVENTURALLY IN AMERICA™

OFFICE OF THE PRODUCTION  
ADRENALINE PARTNERSHIP

**\*\*FOR IMMEDIATE RELEASE\*\***

### **2500 MILE ADVENTURALLY WILL FINISH IN RIVERSIDE CALIFORNIA**

UNIVERSAL STUDIOS ORLANDO, FLORIDA- [Riverside, California](#) has been selected as the Official Finish Line for the 2013 FIREBALL RUN Adventurally and its Race to Recover America's Missing Children. Producers became aware of Riverside through initial engagement of its Economic Development Manager, Larry Vaupel, thereafter receiving an invitation to visit the city from the Convention & Visitors Bureau Executive Director, Debbie Megna.

Several factors lead to Riverside's selection including: a well maintained and scenic downtown district; an energetic, passionate, and progressive city steward, Hon. Mayor Bailey; a positive economic prospectus and business vitality; its Midwestern charm, friendliness, and attitude uncharacteristic of the region; and world-class historic property, the Mission Inn. "With all the participants being influential leaders, I look for cities with strong investment appeal." said Matthew Morak, the production's Community & Government Affairs Liaison. Mr. Vaupel continued "Riverside is a wonderful place to vacation, raise a family, and open a business."

FIREBALL RUN is the Most Epic Adventurally in America® a gripping and emotional 8 day, 2500 mile, life-sized trivia game, where America serves as the game board. 40 driving teams compete for glory, bragging rights, and a plastic road sign, all the while aiding in a massive effort to recover America's missing children. "FIREBALL RUN is less about itself than it is about the unique places we adventure to, and the inspiring people we meet along the way." said the Executive Producer J. Sanchez.

To successfully move about the country and score, teams solve clues and accomplish tasks based on the host city points-of-interest, history, and culture. FIREBALL RUN notable participants include Astronaut, Jon McBride; Lamborghini Legend, Valentino Balboni; Ray McClelland, host of Car Warriors on the Speed Channel; Rock Hall of Fame President, Terry Stewart; Long Beach Grand Prix Winner, Shea Holbrook; Pro Rodeo Champion, Kelly Kaminski; Wakeboard Champ, Tarah Mikacich; and even a team of very successful Tupperware ladies.

Streamed live to a world-audience and as part of an online TV series, in 2012 the FIREBALL RUN elicited an astounding \$44 million in associated media. As one of only 8 destinations selected annually, Riverside will serve as the live-event finish and as the final episode of the series.

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Although a trivia game, there is nothing trivial about FIREBALL RUN's message or results. Often referred to as "the most fun you will ever have, doing the most important thing you've ever done." every team is assigned a missing child from their hometown region and tasked with distributing their poster along the 2500 mile route; the awareness campaign has aided in 38 child recoveries since 2007.

Beginning September 20th fans can watch the adventure and track teams via RealTrackGPS at FIREBALLRUN.com. The public is also encouraged to show off their cars, welcome teams, and be part of the epic parade finish Saturday, September 28th, in downtown Riverside California.

FIREBALL RUN Adventurally begins in Longmont Colorado September 20th, other great destinations include; Alamosa, CO., Bloomfield, NM., Gallup, NM., Page, AZ., Mesa, AZ., and El Centro, CA.

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